

Given a copy of a sample newspaper article, the reader selects those items which are illustrations of various propaganda techniques. (Part II)

UNIT 10
Lesson 1
Locating Hidden Meaning

TECHNICAL TALK

As you have discovered in doing the previous nine units, there are many places where you might find examples of propaganda techniques. They are used most often in advertisements, but many can be discovered in news or feature articles. One article may have as many as a dozen examples of propaganda techniques. The main purpose of this last unit is to give you practice in finding examples of all of the techniques.

TRY IT

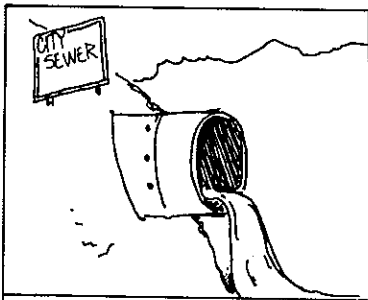
Read the following short article and look closely at the three numbered phrases that are in bold type. See if you can name the technique that goes with each bold phrase.

Matt Lurgeon, (1) **the conservative sharp-tongued politician**, spoke at a gathering last night. Jake Matsing, Mayor of West Limb Village, said, (2) **"The people should elect Lurgeon."** (3) **The wildly enthusiastic crowd** seemed to approve.

(Answers: (1) "name-calling," (2) "testimonial," (3) "emotionally toned" words.

CITIZENS TO VOTE ON BONDS FOR SEWAGE

Read the following sample newspaper article. Write down the name of the propaganda technique illustrated by each numbered phrase that appears in bold type. Check the answer key to see if you are correct.



SEWAGE BOND VOTE

leading citizens demanding that the bond issue be revived.

Much discussion has taken place during the past few weeks among numerous citizen groups who oppose the bond issue. (3) **An angry, militant crowd** gathered in the courtyard of the City-County Building last Wednesday to discuss the matter. (4) **Thousands are to have another meeting tomorrow.**

The County Society of Religious Workers has (5) **appealed to the spiritual community** to back the sewage bond proposal. Lack of proper sewage lines has been particularly hard on the poor and migrant groups in the community, according to the society.

At a meeting of the Midville City Council last evening, a motion was made by Stewart Adams, council president, to place a sewer bond levy vote before the citizens. Tom Milford seconded the motion, which was carried unanimously. (1) **The silver-haired council orator**, Ben Trabelloc, said that a petition had been received from (2) **100**

REVIEW

UNIT 10

Lesson 2

Locating Hidden Meaning

In reading a newspaper article or feature story, one finds many kinds of statements. Some are merely sentences relating basic facts, while others contain examples of propaganda techniques.

In the preceding article only those phrases that are in bold type are propaganda. Those not in bold type present information. Now let's examine another newspaper article.

CITY GROUPS DEMAND REPAIR OF CITY STREETS

Look at the five bold, numbered phrases in the following article. Each is a propaganda technique. Write down the numbers of the phrases and the names of the techniques. Check the key to see if you are right.

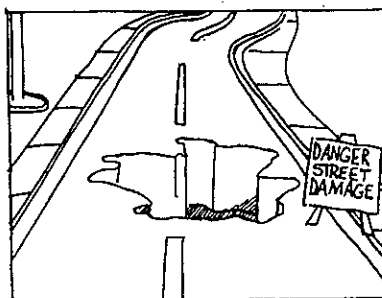
CITY GROUPS DEMAND STREET REPAIRS

In recent days, there has been a public outcry about the condition of the city streets.

John Assure, **(1) radical spokesperson for Northside businessmen**, was the major speaker at a meeting concerning the state of our streets at a meeting last night. **(2) Hundreds of disgruntled citizens** signed a petition demanding immediate street repairs. Some persons at the meeting told of broken car springs and shock absorbers.

Abraham Rassinone, **(3) national president of City Services**, said he agreed with the persons at the meeting. The **(4) softspoken, persuasive, low-keyed** Rassinone gained several bursts of applause from the crowd.

Many representatives from **(5) the common working-class blue-collar** citizens from the city's southside neighborhoods were in attendance.



The petition was signed by 780 voters and was delivered by Assure to Mayor Ben Smith this morning. Mayor Smith has said that the citizens have not received proper information about street conditions, but he promised street repairs within the next three weeks.

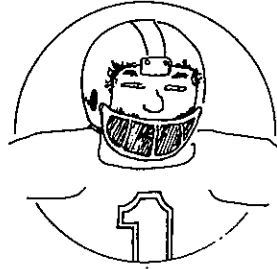
JOHN LAZORUS PROMOTED FOR ALL-LEAGUE PLAYER AWARD

UNIT 10
Lesson 3
Locating Hidden Meaning

The following is a sample article from the sports section of the evening paper. As in the two previous selections, there are five numbered phrases in bold type. Each is an example of a propaganda technique. Write down the number and name of each technique and then check your answers with the answer key.

LAZORUS PROMOTED FOR AWARD

(1) **The champion quarterback of the Midlands, John Lazorus, is being promoted by various Tiger groups as a candidate for the All-League Player Award.**



(2) **Five hundred Tiger fans have signed application forms in support of Lazorus to date. Those fans who wish to sign applications (3) must do so by 4:00 PM today in the foyer of the Civic Center Sports Complex.**

In a television interview yesterday, the (4) **usually quiet but confident** star player said he had little knowledge of the drive by fans. John Axlus, (5) **president of Sharon Valley Fan Clubs**, called the TV station to say that he supported the effort of the fans. He noted that the Tiger quarterback had gained more yards this year than any other player in the state.

Several other players are being nominated for the award as well. Barry Pick of Weymouth, Alan Ladowsky of Indianville, and Tom Brookhoff of Sand Creek are among the other candidates.

Some persons close to the awards committee have told newspaper reporters that Pick and Brookhoff have the "inside track" for the honor. Local supporters of the Prairie University Tigers plan an intensive drive to insure the award for Lazorus.

HOW DID YOU DO?

